

PTO/SB/01 (08-03)
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TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>	Application Number	10626,648	RECEIVED CENTRAL FAX CENTER DEC 06 2004
	Filing Date	July 25, 2003	
	First Named Inventor	Abramson, Brian	
	Art Unit	3811	
	Examiner Name	Siedemann, Joanna	
Total Number of Pages in This Submission	14	Attorney Docket Number	13420-07

ENCLOSURES (Check all that apply)		
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Remarks _____		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Keyser Mason Ball, LLP
Signature	
Date	December 6, 2004

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Inventor(s): Abramson, Brian
Title: Signage Holder
Application No: 10/626,648
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Art Unit: 3611
Examiner: Silbermann, Joanna
Attorney Docket No.: 13420-07

December 6, 2004

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Response to Office Communication

Madam: In response to the Office Action of September 30, 2004, please amend the above identified-application as follows:

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 3 of this paper.

Remarks/Arguments begin on page 9 of this paper.